

Serial No. 10/043,698
Amdt. dated July 26, 2010
Reply to Final Office Action dated April 26, 2010

PATENT
MNI020001
Customer No. 24498

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s) : Isaac Bentolila et al.
Serial Number : 10/043,698
Filed : January 9, 2002
Title : **SYSTEM AND METHOD FOR BEHAVIORAL
MODEL CLUSTERING IN TELEVISION USAGE,
TARGETED CLUSTERING, AND PREFERENCE
ADVERTISING VIA MODEL PROGRAMMING
BASED ON BEHAVIORAL MODEL CLUSTERS**
Examiner : Sheleheda, James R.
Art Unit : 2424

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

**Mail Stop: AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Dear Sir:

Responsive to the Final Office Action mailed April 26, 2010, in the above-identified patent application, the present response is deemed to be timely filed. Applicants are filing a Request for Continuing Exam with this response. Please charge the fee for the RCE to Deposit Account No. 07-0832.

Listing of the Claims begins on page **2** of this paper.

Remarks/Arguments begin on page **10** of this paper.